

## LISTING OF THE CLAIMS

1.- 8. (cancelled)

9. (currently amended) A method for controlling access to content within an optical media, comprising the steps of:

providing an activation device in or on proximate to the optical media;  
and

receiving emitting an activation signal at from the activation device;  
applying, using the activation device, an electrical signal to the optical media to alter at least one optical, physical or electrical property of the optical media.

10. (currently amended) A method as claimed in claim 9, wherein the activation device receives the activation signal from a communication device and causes the an electrical signal to be applied to an electro-optic material contained in or on the optical media.

11-13. (cancelled)

14. (currently amended) A wireless activation system for activating a target, comprising:

an activation device configured to cause an electrical signal to be applied to a target in response to an activation signal to effect a change in an optical, physical or electrical property of the target to thereby activate the target;

a communication device for wirelessly providing an activation signal to the activation device;

a third party entity that participates in the activation of the target in response to information provided by the communication device; and

— A wireless activation system as claimed in claim 11, wherein the activation device is part of a sticker disposed proximate the optical media and in communication with the communication device.

15-23 (cancelled)

24. (currently amended) A method for activating a target at a user's point of presence having a communication device and an activation device, the method comprising the steps of:

determining whether the user is authorized to activate the target;  
generating an activation signal based on this determination;  
transmitting the activation signal from a third party to the communication device;  
wirelessly transmitting the activation signal to the target via the activation device to alter at least one physical, optical or electrical property of the target; and

The method of claim 1 wherein elements of the activation device are composed as part of a sticker disposed positioned proximate the target and communicatively coupled to the communication device.

25. (previously presented) The method of claim 24 further comprising:

removing the sticker from the target alters at least one physical, optical or electrical property of the target.

26. (previously presented) The method of claim 9 further comprising:

obtaining an optical media ID from the optical media; and  
generating the activation signal based on the optical media ID.

27. (previously presented) The method of claim 26 further comprising:  
transmitting the optical media ID to a network operations center which  
generates the activation signal in response to the optical media ID.

28. (previously presented) The method of claim 27 further comprising:  
encrypting the optical media ID prior to transmission to the network operations  
center.

29. (previously presented) The method of claim 27 further comprising:  
transmitting the activation signal from the network operations center to  
the activation device.

30. (previously presented) The method of claim 29 further comprising:  
encrypting the activation signal prior to transmission to the activation  
device.

31. (currently amended) The method of claim 9 wherein the activation signal is  
wirelessly transmitted to the activation device optical media.

32. (previously presented) The method of claim 10 wherein applying the  
electrical signal to the electro-optic material causes content in or on the optical  
media to become perceptible.

33-79 (cancelled)